



Received & Inspected

MAR 17 2008

FCC Mail Room



P.O. Box 668
Spruce Pine, NC 28777
(828) 765-7441
www.wtoe.com

DOCKET FILE COPY ORIGINAL

P.O. Box 744
Burnsville, NC 28714
(828) 682-3798
www.wkyk.com

March 12, 2008

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D. C. 20554
Attn: Chief Media Bureau

Ref: MB Docket # 04-233

Dear Ms Dortch:

High in the mountains of Western North Carolina, my wife and I own and operate two small town radio stations – WKYK (Mark Media, Inc.), Burnsville (pop 1926) N. C. and WTOE (Mountain Valley Media, Inc.), Spruce Pine (pop 2007) N. C. with a two county combined population of 33,000. Our staff is very small and includes a son and daughter. We all are heavily involved in the community on boards and committees, etc. We have owned and operated WKYK since 1969 and purchased WTOE, a failing radio station, in 1991 after much pressure from community leaders and citizens to try to save WTOE and provide the kind of community service for Spruce Pine that we have provided for so many years for the Burnsville area.

Burnsville and Spruce Pine are 12 miles apart; our towers for the two stations are located nine miles apart. Burnsville is in Yancey County. Spruce Pine is in Mitchell County. The counties share many community resources including, hospital, community college, senior and art resources, etc. We co-located the studios at WKYK on the Spruce Pine side of Burnsville. We program the stations, separately although some news stories and community interviews are shared, for example, publicity relevant to activities in both counties. We maintain constant and on-going contact with all elements of the communities because of our involvement, our on the air features, including more than 30 local news reports each week on each station, daily public and community affairs interviews and public service announcements, daily community calendars, swap shops, obituaries, lost dogs, opinions, live broadcast of local sports, vital weather information, school and road information, publicity on local charities, exposure of local talent and many other local features. Much of this material that is broadcast is posted on our web sites including local news, community contact list, etc. This has been a great and appreciated service to the communities on a daily basis since both towns have only a weekly newspaper.

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(2)

Our studios are visited many times daily by civic, government, charity, church and community leaders and citizens from both towns and counties who participate in interviews etc and publicity from their organization or group. We receive letters of appreciation almost daily. Our walls are loaded with plaques of appreciation from organizations who say they couldn't make it without our help. Our quarterly public affairs reports reflect public interest programming meeting a variety of needs in the community, from recreation to health to seniors and etc. Our ascertainment is an on-going daily process.

Both WKYK and WTOE operate 24 hours a day, unattended between 6:30pm and 5:30am. With today's technology and the station's EAS system, we are able to put emergency announcements on the air immediately even without a person in the building at night. We have been able to do this in the past including during a local flood. Further, management, engineering staff live within a mile of the station and a Gentner remote control equipment call can have them at the station in a matter of less than five minutes.

Having been in small market radio for 50 years, I am convinced that our stations, and most small market stations, can only survive, especially in today's climate, by being responsive to local needs, using the latest technology, and serving the public interest. We have to find ways to operate cost effectively to have a fighting chance against all the new emerging media competition.

The FCC localism proposals would not only be burdensome but would have a disastrous effect on local radio in small markets. Our local programming service would be diminished. And many stations would have no choice but to sign off the air overnight.

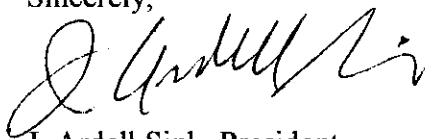
In our case if we had to relocate WTOE's main studio in the city of license ten miles away, we could not possibly have the economics of scale and efficiencies that we now enjoy with the co-location of the two stations. Our profits are slim now and to relocate the facilities would not be in the public interest. WTOE could not survive as a totally separate operation.

It is slap in the face and shows an out of touch FCC, to think that the FCC would even consider going back into the business of requiring formal community ascertainment and deciding categories of programming etc. this not only treads on our first amendment rights but would create a regulatory strait jacket that stifles diversity in a free enterprise economy and complex market place. We are required to operate in the public interest and we can best do this with our programming responsive to the needs of the local community rather than blanket reporting requirements that are out of touch with the community and today's market place. Many of our operational cost such as electricity, insurance, etc are increasing and this is a much larger percentage of our budget in a small market than it would be in a large market; so in order to survive we have no choice but to operate very efficiently.

(3)

New localism rules proposed by the FCC are unnecessary, would actually hurt our ability to provide public service programming, would be counterproductive and not in the public interest.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Ardell Sink". The signature is fluid and cursive, with the first name "J." being small and the last name "Sink" being larger and more prominent.

J. Ardell Sink, President
Mark Media, Inc. (WKYK)

A handwritten signature in black ink, appearing to read "Remelle K. Sink". The signature is fluid and cursive, with the first name "Remelle" being larger and more prominent than the last name "Sink".

Remelle K. Sink, President
Mountain Valley Media, Inc. (WTOE)

Comments in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233

FCC Mail Room

I submit the following comments in response to the Localism Notice of Proposed Rulemaking (the "NPRM"), released Jan. 24, 2008, in MB Docket No. 04-233.

DOCKET NO. 04-233 ORIGINAL

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We urge the FCC not to adopt rules, procedures or policies discussed above.

John & Rose Driscoll
Rose Driscoll

Signature

March 7, 2008
DateJohn & Rose
Driscoll12940 Barnard Lane, Amelia, VA. 23002
Address

Name

804-561-5689
PhoneNo. of Copies rec'd 0
List A B C D E

Title (if any)

No. of Copies rec'd
List A B C D E

Organization (if any)

John Driscoll
12940 Barnard Ln
Amelia Court House VA 23002

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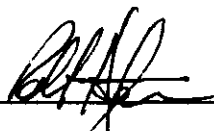
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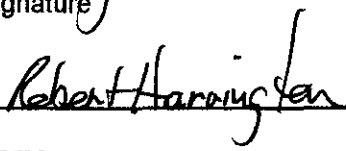
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We urge the FCC not to adopt rules, procedures or policies discussed above.



Signature



Name

Title (if any)

Organization (if any)

3.10.08
Date

PO Box 3760
Address
Midland, TX 79702

Phone
432.685.3583

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We urge the FCC not to adopt rules, procedures or policies discussed above.

Dorothy A. Holbert

Signature

Dorothy S. Holbert

Name

Title (if any)

Organization (if any)

10 MAR 08

Date

167 ST JOHN AVE

Biloxi, MS 39530-3438

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FCC Mail Room

March 6, 2008

Commission's Secretary
Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Commission's Secretary:

RE: MB Docket #04-233

WVME 91.9 FM is a repeater station located in Meadville, PA. Meadville Christian Broadcasting, of which I am a board member, began operating WVME in 2002 as a repeater station to serve Meadville and the surrounding community.

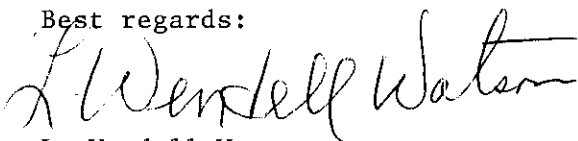
There has been a lot of effort expended to have this repeater station in our community. The board raised over \$50,000.00 to provide fine Christian broadcasting to this area.

The proposed legislation to require repeater stations to have staff on duty twenty-four hours a day and seven days a week would be a burdensome hardship on our operations. This proposal would hurt our community. Instead of helping our radio listeners it would eliminate Christian radio throughout this area.

We implore you to seriously reconsider passage of this or any such proposal.

Thank you for your attention to this matter.

Best regards:



L. Wendell Watson
PO Box 96
Cambridge Springs, PA 16403

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FCC Mail Room

March 6, 2008

Commission's Secretary
Office of the Secretary
Federal communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Commission's Secretary:

This letter is in reference to MB Docket #04-233.

I am a Board Member of WVME 91.9 FM, which is a repeater station located in Meadville, PA. We were granted permission to construct a repeater station in the year 2000 and began operating in 2002. Our station has a 25 year lease with ALLTEL to use their tower and small building to house our equipment. Our board has invested over \$50,000.00 in this project to provide Christian radio for our community and surrounding areas.

The proposed legislation to require repeater stations to have staff on duty 24/7 would be a tremendous hardship on our repeater station. This proposal would be counterproductive to our community - instead of assisting our listeners it would eliminate Christian radio to the area. This station is very valuable educationally and morally to our listeners.

Please reconsider passage of such a proposal.

Thank you for your consideration.

Sincerely:

Keith L Watson

Keith L. Watson
21001 Hwy. 86
Cambridge Springs, PA 16403

KLW/lsw

File at Public Meeting 044
LR

Re: MB Docket No. 04-233

http://hraunfoss.fcc.gov/edocs_public/attachmatch/FCC-07-218A1.pdf

Saturday, March 8, 2008

Received & Inspected

MAR 17 2008

Dear FCC Commisioners:

FCC Mail Room

I am a 50 year old, K5ZN, not a radio professional. I am in Santa Fe, New Mexico, I am active in community issues and have a good feel for community needs. I have seen over the decades radio stations become nothing more than assets for an investment company. In this age of Sirius and iPods, I believe AM broadcast radio can once again play an important role in local identity.

Santa Fe has virtually no radio voice for locals. There is a public FM station which does a poor job of being anything like good radio. Geriatric, idiosyncratic and boring. Some competition may be called for. If you turn on the radio all you hear is repetitive music playlists on FM and loud attack-dog political talk on AM.

There is not one local talk-radio show in this town, all programming is canned and piped in. The closest we have to a local station is a very powerful far-right-wing Albuquerque station who is not interested in liberal Santa Fe. While I realize those conservatives need a public voice, I do not understand why political liberals do not have the same access to airwaves.

1) We have a very active local agriculture community here, a vibrant Farmer's Market and five (5) distinct natural food stores. This economic subculture has no collective voice. In fact, Santa Fe is now building "The Railyard", to build a dedicated farmer's market in the historic Santa Fe railyard, which will be accessible to all farmers and artists. I wish there were such a resource in radio.

2) Local politics are a constant public topic here, with Santa Fe being the testbed for many progressive issues. Yet we do not have one local show with political content. And that means no call-in shows.

3) Educational needs are not met by these corporate-owned stations. Students, youth and teachers here are talented and dedicated. It's important that they think of radio as a channel for public dialog, in addition to learning valuable broadcasting skills.

4) The arts here in Santa Fe are a big attraction. Music, amateur filmmaking and Indian (native) culture are all important parts of Santa Fe's economy. Unfortunately these interests have no radio exposure at all.

5) Our large retirement community has no representation. We had a call-in show several years ago (1990s) with a panel of local MDs, who would answer questions from callers. That was an example of good radio. In any case, there must be some old-timers who have good stories to tell.

6) No local news. When I was a child in the 1960s, I remember the thrlll of the radio as the great informer. There is no such thing in Santa Fe. No coverage of City Hall, travel conditions or the water shortage. And no emergency alerts. All our stations are automated.

7) Santa Fe has a large homosexual population (including couples with children) which is not addressed by broadcast media. This subculture exists largely as an insular group despite having more disposable income than other listeners. This is a group that taxpaying Americans who are systematically ignored by corporate media. We do, however, hear all about how homosexuals are perverted and sinful from the plethora of right-wing radio blanketing the region.

Broadcast radio has become investment real estate. As putting content on the air has gotten more efficient and mechanized, the investment value has gone up and up and up. One might conclude that automation is responsible for the lack of community responsiveness.

I would like to see FCC rules that make radio stations more expensive to operate. This would reduce the value of a station to the level where a local business or engineer could own a station. I remember in the 1960s or 70s it was that way. Owner-operator-programmer would be the job description.

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Talent and pride could be heard in radio once again, not the constant stream of trash and meanness that radio has become.

Santa Fe has a variety of well-developed printed media serving our diverse community. It is sad that radio does not follow the same pattern. What we have is a monopoly of a few corporations. Regular people have no access to the microphone. I even asked our local station one time about having a local talk show. They offered me radio time... for \$100 per hour. There is no way a small town like Santa Fe can sponsor a talk show at those prices, and it should not even happen. The electromagnetic spectrum is owned by the citizens, but somehow a large corporation based on Florida or Nevada can decide what we hear on the radio. And ironically, they are not even a broadcast corporation, they are "investment" corporations, only interested in the dollar value of their holdings.

The convenience of radio is unarguable, especially while driving. Vehicles will continue to be equipped with radios far into the future. Unfortunately the vast majority of AM stations are all-Spanish, all-religious, all right-wing, or all-sports. As a result of this exclusive demographic targeting, the average person does not even check the AM band for something interesting. Every time I drive through Colorado Springs I wonder why all I can hear is sermons. I am not sure how I feel about these narrow-target stations. Church-owned stations are supported by untaxable donations to preach religion on publicly-owned airwaves. How does that serve the interest of the public? And I would even argue that it violates separation of church and state. But that is another topic.

I propose that the station should be owned by one entity while the FCC license should be issued to a non-affiliated local entity. This clash of interests should produce some varied and contrasting programming, with the interests of both corporate ownership AND the community served.

So, to sum it up, the current "capital asset" ownership of broadcast stations that we have is responsible for the lack of local programming. Radio stations are "income property" for an absentee owner in some other state where corporate regulations are favorable. Mandatory local programming may be a good start, but the real disease in radio is that the broadcast license is a limited resource, and therefore valuable to own. The current "land rush" to collect FCC licenses has led to values out of the range for ordinary locals. I hope the Commissioners consider breaking this resource monopoly, so we see a return to AM broadcast as a local meeting place like I remember it from the 1960s.

Thank you for your concern in this problem.

**Rachel Cogent K5ZN
315 Tesuque Drive
Santa Fe NM
87505-3839**

**505/570-0108
Gnarlodious@gmail.com
<http://Gnarlodious.com>**

**This text online at:
http://gullfoss2.fcc.gov/prod/ecfs/retrieve.cgi?native_or_pdf=pdf&id_document=6519865202**

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Harold W. Wyatt

Murline Wyatt

Signature

HAROLD W. WYATT
MURLINE WYATT

Name

Title (if any)

Organization (if any)

MARCH 9, 2008

Date

2105 JOE ST
KANAPOLIS, N.C. 28083

Address

704-933-0410

Phone

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Karen E. Hyner

Signature

March 9, 2008

Date

KAREN HYNER

Name

Address

Phone

Title (if any)

Organization (if any)

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Boyer

Signature

3-11-08
Date

PRV. BOX 633 ROLLA, MO
Address

Name

573-426-6162

Title (if any)

Organization (if any)

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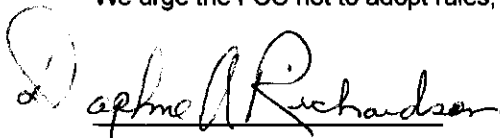
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We urge the FCC not to adopt rules, procedures or policies discussed above.



Signature

10 Mar 08

Date

Daphne A. Richardson

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Address

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Phone

Title (if any)

Organization (if any)

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List A B C D E

Comments in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233

Received & ...

MAR 17 2008

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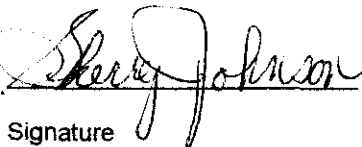
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Signature

3-6-08
Date

Sherry Johnson
Name

14175 Private Road 2120
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903-545-2695
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Title (if any)

Organization (if any)

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MB Docket No. 04-233**

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Sherril Posey

Signature

3-8-08
Date

Sherril Posey

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MAR 17 2008

**Comments in Response to Localism Notice of Proposed Rulemaking
MB Docket No. 04-233**

FCC WASH DC

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Signature

Timothy S Hoover

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3/9/08
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Comments in Response to Localism Notice of Proposed Rulemaking
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Received & Inspected

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DOCKET FILE COPY ORIGINAL

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Betty W. Draughn

Signature

03/08/2008
Date

BETTY W DRAUGHN

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High Point, NC 27265

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Signature: Danula Nishid Date: 8 Mar '08

Address: 144 Bret Harle Drive Newport News VA 23602

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Signature <u><i>Eric Slicks</i></u>		Name _____	
Title (if any) _____		Organization (if _____)	
Address <u>Burlington, NC</u>		Date <u>3-7-08</u>	
Phone <u>272-17-8216</u>		336-226-6732	

1986 N. Hwy 62

If you don't want to hear something,
change the station.
If you don't want to see, change
channels. Why, do you want to change something
you don't listen to anyway?

**Comments in Response to Localism Notice of Proposed Rulemaking
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Signature
Ralph Macemore
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Organization (if any)

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James Sellers, Jr.

Signature

3-10-08
Date

James Sellers, Jr.

Name

Lexington, NC 27292
Address

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Organization (if any)

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MAR 17 2008

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Rebecca Sellers

Signature

Date

3-10-08

Rebecca Sellers

Name

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Paul Renigar Sr

Signature

Paul RENIGAR Sr

Name

Title (if any)

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March 7, 2008

Date

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